

# 5

---

## Strategies for Advertising

---

“Strategy does not remain static. It has to change continuously with the change in the environment.”

*This chapter gives an idea of the appropriate strategies used for advertising. These include media, positioning, planning and other strategies.*

# Strategies for Advertising

## ■ 5.1 Introduction

Strategy is defined as a plan or method of accomplishing advertising objectives. Several strategies are formulated under advertising planning to achieve the desired objectives. The formulation of an advertising strategy includes:

- Setting of objectives.
- Segmentation strategies.
- Position strategies.
- Appropriation strategies.
- Media strategies.
- Message strategies.
- Coordination of different strategies.

These can be briefly discussed as under:

### Setting of Objectives

The analysis of the internal and external environment suggests the feasible objectives. The objectives may be general or specific. The specific objectives of Advertising is to communicate and to bring awareness to the masses. The Marketing Manager in consultation with the Advertising Managers sets the objectives of the company.

**Segmentation strategies** consists of identifying the target market. The bases of segmentation are Demographic factors, consisting of Age, Sex, Income, Education, Occupation, Family life cycle, Religion and Caste.

Then, we have geographical segmentation, benefit segmentation etc.

**Psychographic factors** consisting of attitudes interest and opinions of consumers. Also it projects on the life style segmentation based on (VALS) classification and Maslow's hierarchy of needs. These are, strivers, survivors, *I am me Avante Garde* integrated etc.

### Competitions Approach

The approach adopted in comparative advertising. This includes the analysis of the competitors, its product and their attributes. The consumer's like and dislikes are to be gauged and action is to be taken accordingly.

**“Take profit into account as late as you can,  
Take expenses into account as early as you can”.**

### **Appropriation Strategy**

This refers to the amount allocated to advertising for the financial period. This money is then divided into various media to be used for advertising. Opportunities are discussed and funds are allocated to explore the opportunities, through advertising in determining the appropriation. The nature of product, its price, volumes of sales etc., are considered. Appropriation should be influenced by the opportunities of differentiation of the product. Price competition, primary demand, product life cycle, cost of production and distribution, price competition activities etc. More funds can be allocated for special purposes like the launch of the product or aggressive advertising etc. The funds allotted for the advertisement can be on the affordability, competitiveness and the percentage of sale, comparative parity methods. Funds are allotted considering the sales and the profits of the company.

### **Media Strategies**

Media strategies depicts the selection of specific media or a media mix which is a combination of various media. The media are chosen on the basis of:

- **Product:** We have to consider whether the production is in the introduction stage, growth stage, maturity or the decline stage. The customers can also be classified under early adopters, early maturity, late maturity and laggards.

While choosing the media, the product life cycle is given due importance.

- **Potential market:** The potential of the market is evaluated to formulate a suitable media.

Other factors are distribution, designing of campaign and message. All these are to be taken into consideration for designing and advertising strategy.

**By product user:** By this we mean non-users, light users, medium users, heavy users etc.

**Region segmentation:** By this we mean low demands or high demands. North region or south region which have different consumer behaviour pattern.

**Demand patterns:** Different demands in urban, rural or semi-rural area, metropolitan is important for the advertising strategy.

**Position strategies:** It aims at image building. This is an important area for advertising. It consists of:

- *Product characteristics:* Reliability, performance, service, application etc.
- *Price:* Quality approach. Does high-price project, high-quality and lower-price products are not upto the mark and so on.
- *Application approach:* Whether the product is used for winter or summers. As casual wear or party wears. Energy drink or Cola drink to be used in the morning or at night and so on.

**Product user class:** The class of consumers that use a product, H.I.G., M.I.G., L.I.G.

**Cultural symbol approach:** Customers from different cultural backgrounds have different consumption and appropriate products are advertised for different cultures.

## ■ 5.2 Strategies for Advertising

The ultimate objectives of advertising commercially is that it should make economic contribution *i.e.*, to enhance sales. The controversy about objectives whether sales is more important or awareness is more important has been dealt in the chapter on objectives (Chapter 9).

### Objectives

Advertising strategy can be made up of multiple objectives *i.e.*, financial contribution and taking the customer through various stages of awareness already discussed earlier. The results achieved by the advertisement is also a powerful indicator of the success/failure of the strategy.

Advertising strategy is made up of:

- Corporate/Business goals.
- Marketing objectives.
- Advertising objectives.
- Advertising planning.
- Formulation of advertising programme.
- Proper launch of the campaign through a suitable media.

The above shows the consequence of steps which are to be followed for formulating a strategy. The steps are self-explanatory and some have already been discussed. The objectives must consider the DAGMAR approach (Defining Advertising Goals for measuring Advertising Results).

The target market should also be defined and identified. If the target market is not chosen distinctly the customer may not be satisfied and it will be difficult to assess whether the market be expanded or reduced.

The assessing of the consumer behaviour is also an important element of communication, which type of customer requires which type of goods.

	<i>Type of product</i>	<i>Customer</i>
(1)	Consumer product of daily usage (Routinised Response Behaviour)	Individual or family members
(2)	Semi-double, durable and white goods	Family, social groups some small organisation.
(3)	Industrial product	Concerned departments of industries, Govt. organisation and large organisation.

Fig. 5.1

Advertising gives the product a distinct identity and contributes to the success of brand. It is the perception of the product in the minds of the consumer through advertising which boosts its sales. The product quality and its attributes can be copied by the competitors but it is advertising which gives to distinct image.

While formulating the strategy **Situational Factors** must also be considered. These are, competition, price, position distribution channels and the motivation of the intermediaries. These factors give a clue to the long-term/short-term objectives to be considered.

### Advertising Strategy Alternatives

Strategy and Plans are a part of each other. There are 5 broad strategy alternatives for influencing the attitude of customers.

- Advertising should affect those forces which are evaluated by the consumers in a car-economy, style, low maintenance space etc.
- Advertising should highlight the characteristic which are considered important for that product class *e.g.*, camera-aperture, filter, clarity etc.
- Increase or decrease the rating for a salient product class characteristics.
- Change the perception of the company's brand with regard to same product characteristics.
- Change the perception of competitive brand with regard to some particular salient product characteristics.

In the **Marketing framework advertising, strategy** can be based on the following:

- Product history and its life-cycle stage.
- Company's history and its strengths and weaknesses.
- Positioning of the product.
- Existing and expected competition.
- Support needed by sales force and distribution channel.
- Budget available.
- Availability of media Vs. target audience.
- Total promotional package and its allocation to advertising.

## ■ 5.3 Advertising Planning

As the business grows, the advertising agency plays a greater role and it must understand the components of advertising, *i.e.*, creative strategy, message formation and its presentation, budget, media and feedback from the target audience. The integration of the advertising agency with the company is of utmost importance. They must work in unison. It must know the existing share of the company in the market and the marketing objectives. It should know the MIX of the total communication package and a tentative budget.

### Planning

Advertising planning starts with the plan brief prepared by the advertiser which is reviewed by the agency experts, may include:

- Account executive who maintains liaison with client.
- Creative people and the creative director.
- Media department.
- Production and research deptt.

The presentation of the Ad is made to the clients and some experts who may suggest or bring changes according to their choice or limitation. The advertiser has a final say in the approval of total advertising programme.

### Research

The research helps in making good decisions. Appropriate and trustworthy research raises the efficiency of advertising and more sales and profits research is continuously done. At the beginning research in Marketing and Product is done with the pretesting of the advertisement. The next step is the selection of the target audience who are users of the product. Third step is the determination of advertising proposition which are based on:

- Major generic benefits of the category.
- Secondary generic benefits.
- Exclusive benefits real or perceived as compared to the competition.
- Solving of consumer problems, if any.
- Problems with competitive brand that the brand solves or does not have.
- Correcting of misconceptions about the product which the customer has with any brand.
- New uses for the product.
- Denial of perceived problems that the customer has with the brand.

**Fourth final step** is the advertising evaluation by posttesting of Ad and measuring the effectiveness and quantitatives.

### Advertising Situations

There are situations in which advertising may be required:

- New application or usage of the product.
- Product market variation.
- Change in the brand name.
- Distribution and service.
- Seasonal products.
- New technology and innovation.
- Upgrading a product.
- Special offers.
- To fight competition.

There are other situations as well, where advertising is required for making different strategies. Advertising decisions are made in allocating advertising budget, advertising research. The decisions are also made in routine matters, strategies are made to increase the sales, to fight the competition, to attract customers etc. Thus, strategy is an important part of planning and cannot be neglected.